

Shoreview Indoor Farmers Market 2021 Vendor Handbook

SHOREVIEW
Farmers Market



Operational Rules & Guidelines

Tuesday's
November 9 & 23 | December 7 & 21
4:00 – 7:00 pm

Shoreview Community Center (*Inside*)
4580 Victoria Street North
Shoreview, MN 55126

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Market Mission Statement

- To enhance community health with fresh, locally grown produce and plants.
- To encourage local production of food to reduce food costs, improve mental and physical health, and foster a positive family and individual activity.
- To educate children and youth about food production.

Contact Information

Office and Mailing Address

Shoreview Farmers Market
4580 Victoria Street North
Shoreview, MN 55126

Market Location

Shoreview Community Center (Inside)

Stephanie Schutta

Email: sschutta@shoreviewmn.gov

Phone: 651-490-4734

Courtney Leon

Email: cleon@shoreviewmn.gov

Phone: 612-756-2744 (only on market days)

Overview

The Shoreview Farmers Market employs, Market Manager as well as market staff who are on site each week to welcome vendors, assist with set up, and answer questions, monitor weather, and much more! They are also a point of contact for the public and handle onsite promotions, entertainment, and special events at the market throughout the season. They also assist city staff in promoting the farmers market and your business to the public and media.

The Shoreview Farmers Market guidelines and rules are intended to ensure:

- The market is a safe and enjoyable place for residents and visitors to gather and purchase locally grown and produced items.
- The Market and its vendors are in compliance with federal, state, county, and local regulations.
- The Market plays a positive role in the community and has a welcoming environment.
- That vendor has a fair, equitable and respectful atmosphere in which to conduct their business.

This document seeks to set forth a basic set of rules and guidelines to provide for the successful operation of the Shoreview Farmers Market but cannot contemplate every possibility. Therefore,

the market reserves the right to do whatever may be additionally necessary to protect the intent and well-being of the market; its patrons and vendors as well as the event staff, volunteers, and the City of Shoreview.

Application, Fees & Payment Process

- All applicants must complete a Vendor Application and return it by the deadline date before consideration for participation in the market.
- Season fee must be paid at time of submitting application. The season fee will be returned if vendor is not accepted into the Market. Payments can be made in the form of a check (made payable to the City of Shoreview), Visa, Master Card, or cash.
- Only one applicant per household and/or farm, garden or nursery will be allowed. Any household applying under multiple names will not be considered.
- Submitting an application does not guarantee acceptance into the market.
- Once an application is accepted in writing (paper mail or email), the season fee is nonrefundable.
- The City of Shoreview shall review and approve all vendor applications before a vendor can participate in the market. Space at the market and the items a vendor offers will be factors in determining approval as well as history with the market, attendance and past performance, and balance of market offerings.
- During the selection of a vendor, the City shall not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, disability, age, marital status, or status with regard to public assistance.
- A minimum of 10 approved vendors for each of the market dates is required for the markets to take place. Should the market be cancelled due to low vendor participation, vendor fees will be refunded.
- In addition, changes in vendor participation may occur at the sole discretion of the market staff and/or city officials based on factors such as customer attendance changes, changes in the market vision, or changes in market plans.

Market Goods

- The following items are approved for sale at the Shoreview Indoor Farmers Market:
 - Vendor grown fresh or dried fruits and vegetables
 - Vendor grown fresh or dried herbs, spices, and seasonings
 - Vendor produced farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup and preserves, if prepared and packaged in accordance with rules established by the MN Department of Agriculture
 - Vendor grown bedding plants, hanging and potted plants, perennials and cut flowers
 - Vendor grown dried flowers or plants
- Products other than those listed may be approved for sale if the market staff determines the items would benefit the market as a whole.

- No live animals may be sold or given away at the Market.
- Vendors may not sell any items not approved or not included on their market application. Market staffs have the right to require a vendor to remove unapproved products.
- Vendors seeking to sell items not listed on their application must request approval in writing (email acceptable) to add items to their application. These additional items cannot be sold until market staff approval is received.
- Market staff reserves the right to inspect a vendor's greenhouse, garden, farm, field or other place of production to verify that the products being sold meet market qualifications.
- All items must be prepared, labeled, displayed and stored in accordance with Minnesota Department of Agriculture, Minnesota Department of Health and Ramsey County Community Health Department guidelines.
- Produce sold as Certified Organic must have originated from an organic grown Certified Farm, and the vendor must provide a copy of the vendor's National Organic Standard certificate as provided by a USDA accredited agent.
- All items should be sold by bulk, bundle or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.
- Solicitation unrelated to the sale of Market Goods is prohibited without City approval.
- Price, terms of sale, etc. are between buyer and seller only.
- All vendors agree to abide by fair business practices.

Setup/Teardown

- Vendors may begin setting up at 3:00 p.m. on Market days. A Market Staff will be at the Market Location at 3:00p.m. To check in vendors and assist with any questions they may have about setting up. **There will be no access to the market area until 3:00p.m.**
- **Vendors must be unloaded and in their space by 3:45p.m.** This is a courtesy to fellow vendors and because of space constraints. **Failure to do so will result in a \$15 fine payable immediately and could result in loss of future selling privileges.**
- No pre-sales are allowed. Selling may only begin once the whistle is blown by the market staff.
- Vendors must remain until the market closes even if sold out. Feel free to use this time to promote your product and encourage future visits from customers.

Market Operations

- **The market will begin at 4:00pm. No presales are allowed.**
- The market may be cancelled due to severe inclement weather. If this occurs, every effort will be made to notify vendors, but it is suggested that vendors call (651-490-4765 or 651-490-4750) if the weather is questionable. Vendors will not receive refunds for weather related cancellations.

- Vendors are expected to attend all markets for which they are scheduled/listed on application. Attendance will be taken each week by market staff.
- **Vendors must notify Market staff if they are NOT coming to the market. Notice must be given in one of the following ways NO LATER than 11:00 a.m. on market day:**
 - Call the farmers market voicemail: 651-490-4734
 - Email: sschutta@shoreviewmn.gov
- Each vendor will be provided with one **8 ft table and two chairs** for the space they are assigned. Vendors are not permitted to bring extra tables unless specifically approved by Market Staff.
- Stall space is available to those actively engaged in selling accepted products. Accepted products are those listed in the Market Goods section of this document. Solicitation unrelated to the sale of Market Goods is prohibited.
- All items must be contained within a vendor's assigned space. Market staff may ask that unsightly, inappropriate, unauthorized, or unsafe materials be removed or moved.
- Vendors are responsible for providing any other items needed for their display; tablecloths, baskets, etc.
- Limited electricity is available for an additional nominal fee. Electricity may be requested on the vendor application. Vendors must provide their own extension cord.
- Market staff have the authority to move and reassign stall space to enhance or facilitate market operations at any time during the season, whether temporarily or permanently.
- The general cleanliness of the market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
- Vendors are required to take home and dispose of any spoiled, unusable, unsold products. Incidental garbage, such as paper items, soda cans, etc. can be disposed of in the trash cans provided.
- All market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn.
- Repeated late arrivals or absences by a vendor, with or without notice, may result in suspension or revocation of a vendor's selling rights.
- It is the vendor's responsibility to keep their contact information up to date in the event the market is cancelled.
- Stall spaces are assigned by management to allow for best product mix, traffic flow or electrical needs
- Vendors may not transfer, assign, sell, rent or lease their stall.
- Any vendor who the Market staff feels is not complying with the Market rules may be asked to leave. The vendor in turn may petition to be re-accepted to the Market.

Vendors

- Persons who apply to be a vendor must produce what they sell.
- The City reserves the right to refuse acceptance to any applicant or product that is not in keeping with the rules or standards of the Shoreview Farmers Market.
- Vendors are expected to attend the market to sell their own products. Additional sellers that assist at the booth may be designated and must be listed on the vendor application. No one under the age of 18 may sell or maintain a stall without adult supervision.
- Alcohol and drugs (unless used with prescription) are prohibited at the market. Vendors must be drug-free and sober upon arriving at the market. Violation of this policy is grounds for suspension from the market or immediate revocation of vendor access, in the sole discretion of market staff.
- Smoking is prohibited at the market and community center.
- Vendors are not allowed to have pets/animals at the market and community center. It is against the Minnesota Department of Agriculture regulations.
- The Shoreview Farmers Market reserves the right to take photos on market days of products and vendors working to be used in our marketing campaigns.

Permits, Licenses, Taxes & Insurance

- A stall permit will be provided to each vendor. It must be visible in the stall at all times and is not transferable.
- All permits and licenses required by the City of Shoreview, Ramsey County, the State of Minnesota or the Federal Government are the sole responsibility of the vendors.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- All vendors are required to return an ST-19 Operator Certificate of Compliance form with their application in order to be accepted into the Shoreview Farmers Market.
- The City of Shoreview is not liable for any injury, illness, theft, loss, or damage of any kind to either the buyer or seller, or their property, arising out of or pertaining to preparation for, participation in, or use or consumption of products bought, sold, or provided at the Shoreview Farmers Market; whether such injury, illness, theft, loss or damage occurred prior, during, or after the Shoreview Farmers Market. By participating in the Shoreview Farmers Market, the seller further agrees to indemnify and hold the City of Shoreview harmless for and against any claims for such injury, illness, theft, loss or damage.
- All vendors should carry their own general liability and product liability insurance, as the City does not provide this coverage to vendors.

Sampling

- Vendors who wish to provide samples of their products to customers are encouraged to do so and required to follow the State of Minnesota Safe Food sampling legislation, which is specific

to farmers markets. Information about the law and procedures that must be followed to ensure safe sampling can be found here: www.mfma.org

- Vendors must bring their own utensils for any sampling (gloves, spoons, cups, napkins, etc.) as well as conduct any sampling. Vendors are strongly encouraged to take any steps possible to help reduce waste at the Market
- Vendors must provide or have immediate access to a gravity hand washing station to ensure proper sanitation. The Shoreview Farmers Market does not supply hand washing stations to vendors. Though restrooms are available inside the Community Center, these do NOT meet the law's requirement for immediate access to hand washing facilities.
- Please contact Lori Green at 651-266-1172 or lori.green@co.ramsey.mn.us for more information on rules and regulations on your specific product and sampling practices.